MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2015/2016

BMK3144 – MULTIMEDIA & MARKETING

(All sections / Groups)

1 JUNE 2016
9:00 a.m. – 11:00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO (2)** pages (excluding cover page) with **FOUR (4)** questions only.

2. Attempt **ALL** questions.

3. All questions carry equal marks and the distribution of the marks for each question is given.

4. Please write all your answers in the Answer Booklet provided.

Attempt ALL questions.

Question 1

One reason for Uber's popularity is that it makes a normally complicated set of negotiations very simple: find the nearest car, inform the driver of your destination, determine the quickest route and negotiate payment behind the scenes, all using only a smartphone app. Uber is quick and convenient for customers, who express their satisfaction (or otherwise) by rating drivers after each journey. And it's beneficial for enterprising car owners, who can sign up online to become Uber drivers and immediately begin to generate revenue from an otherwise depreciating asset.

The ease with which Uber allows transactions to take place in its core business is a lesson for anyone in any sector. But Uber's real power is in the data generated by its transactions. All banks stand to gain from studying the use Uber makes of its data: call it Experience-Driven Chauffeuring.

Uber gathers data on everything from precise pick-up and drop-off points to length and time of journeys, how much customers spend, which hotels/bars/restaurants they visit, how often they do so and what levels of luxury they expect from their car journeys. That data allows Uber to fine-tune its services across the board, as well as tailor them for particular customers. In partnership with third parties such as the Starwood hotel chain, for example, it can offer customers combined loyalty deals; ride with Uber, get Starwood points and special offers on rooms in regularly-visited cities.

Uber's data is now powering new services such as UberFresh, a grocery delivery service, and UberRush, a courier service. But the service that is grabbing most attention today is UberPool, in which customers can split the cost of their trip with another customer requesting a journey on a similar route. Speaking at the Institute of Directors annual convention in 2014, Uber Chief Executive Travis Kalanick said that UberPool could potentially take a million cars off London's streets, a third of the total number. "People are already able to get around without having cars," he said. "But when Uber makes that journey incrementally better, because it's a competitive marketplace, a lot of people can move to that thing that's better."

http://www.temenos.com/en/about-temenos/experience-driven-banking/case-study-uber/

a. What features or practices have made Uber so successful?

(10 marks)

b. Assess the challenges that sharing economy services are currently facing.

(15 marks)

Continued...

Question 2

Identify **EIGHT (8)** unique features of e-commerce technology and explain how these features set e-commerce apart from more traditional ways of conducting commercial transactions.

(25 marks)

Question 3

You have recently opened a new company in Malaysia. As a new company, not many people knows that your company exists. You have decided to have your own website to showcase and sell your company's product/service to prospective customers.

Discuss each decision that you have made in your plan:-

a. Business model (5 marks)
b. Revenue model (5 marks)
c. Audience (5 marks)
d. Marketplace characteristics (5 marks)
e. Costing (5 marks)

(25 marks)

Question 4

What technologies and techniques are employed by location-based mobile marketing and why is local mobile attractive to marketers?

(25 marks)

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